

DOCUMENT RESUME

ED 047 723

LI 002 583

TITLE "Multi-Media Resources," A Unified Approach...August 3 through August 14, 1970. Narrative Evaluation Report on an Institute for Training in Librarianship.

INSTITUTION Dakota State Coll., Madison, S. Dak.

SPONS AGENCY Office of Education (DHEW), Washington, D.C.

PUB DATE 70

NOTE 91p.

EDRS PRICE EDRS Price MF-\$0.65 HC-\$3.29

DESCRIPTORS *Institutes (Training Programs), *Instructional Media, Librarians, *Library Technical Processes, *Professional Continuing Education, *School Libraries, Training

ABSTRACT

The purpose of the institute was to expand the school librarian's traditional concept of the library and to make the librarian capable of selecting, cataloging and circulating the major types of media. Emphasis was placed on a single multimedia catalog in one alphabet in order to provide access to the message, regardless of the medium. The report presents comments and recommendations about the strength and weaknesses of several phases of the institute, and the arrangement of the narrative section parallels the development of the institute. Each section includes the goals or objectives, advantages, disadvantages and recommendations where applicable. (AB)

ED0 47723

MULTI-MEDIA RESOURCES

an Institute for Training in Librarianship

August 3-14, 1970

DAKOTA STATE COLLEGE



LI 002583

**NARRATIVE EVALUATION REPORT ON AN INSTITUTE FOR
TRAINING IN LIBRARIANSHIP**

U.S. DEPARTMENT OF HEALTH, EDUCATION
& WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED
EXACTLY AS RECEIVED FROM THE PERSON OR
ORGANIZATION ORIGINATING IT. POINTS OF
VIEW OR OPINIONS STATED DO NOT NECES-
SARILY REPRESENT OFFICIAL OFFICE OF EDU-
CATION POSITION OR POLICY

"MULTI-MEDIA RESOURCES"

A Unified Approach

held at

DAKOTA STATE COLLEGE

Madison, South Dakota 57042

From

August 3 through

August 14, 1970

SUBMITTED BY

DAVID C. GENAWAY, DIRECTOR

Phone: 605-256-3551, Ext. 226

ED0 47723

LI 002583

TABLE OF CONTENTS

I. PREFACE	1
II. NARRATIVE	1
Publicity	1
Applicants	3
Bibliography	4
Evaluation Forms	5
Physical Facilities	6
Associate Director	7
Program	7
Relations with U. S. O. E.	9
Relations with D. S. C. Administration ...	10
Orientation of Participants	10
Director	10
Full-time verses part-time staff	11
Lecturers	11
Unique features of the Institute	12
Types of Media	12
Most Significant Thing	12
What the enrollees will do differently ...	13
Major strengths of the Institute	13
Conclusions	14
III. APPENDICES	
Appendix A	Educational Objectives
Appendix B	Dealer Letter request- ing catalogs and equip- ment

APPENDICES (continued)

Appendix C	Inquiries, Applicants, and Participants
Appendix D	Publicity
Appendix E	Program
Appendix F	Correspondence
Appendix G	Institute Newspaper
Appendix H	Evaluation
Appendix I	Photographs

PREFACE

The purpose of this report is to give comments and recommendations about the strengths and weaknesses of several phases of the institute Multi-Media Resources: a Unified Approach. The arrangement of the narrative section will parallel the development of the institute. Each section will include goals or objectives, advantages, disadvantages and recommendations where applicable.

The institute had a dual purpose. The first purpose was to expand the school librarian's traditional concept of the library. The second purpose was to make her capable of selecting, cataloging and circulating the major types of media. Emphasis was placed on a single multi-media catalog in one alphabet in order to provide access to the message, regardless of the medium.

PUBLICITY

Dissemination of institute information occurred in many ways. The U. S. Office of Education apparently distributed a list of institutes to be conducted. This list seemed to go to government and non-government school administrators responsible for library media programs. The major library journals, and South Dakota newspapers were given press releases regarding the institute as soon as it was funded. A blue and yellow fact sheet describing the institute was released to the fifty State Directors of Education, to all

colleges and universities that had an undergraduate program in library education, and to all graduate library schools accredited by the American Library Association. It was also sent to all South Dakota academic libraries, to 688 superintendents of local public school systems with ten-thousand pupils or more, to all other colleges conducting institutes, and to all those who requested the information. One person from Hawaii did not receive a brochure because her return address was incomplete.

Goals: To publicize the institute as completely as possible among the eligible public.

The following evaluation is an opinion of the effectiveness of the various types of publicity based on the arrival dates of inquiries. Information on the institute was released at well spaced intervals. A question concerning the source of information about the institute should be included on future application blanks.

Means of dissemination: In order of apparent effectiveness.

1. A high percentage of the 374 inquiries which came from 46 states, the District of Columbia, Hong Kong, Germany, and Puerto Rico, were received before any formal announcement appeared in the regular library journals or news media. Apparently this was the result

of early distribution of the U. S. Office of Education list.

2. The next surge of inquiries arrived after the institute list was published in the library journals. A full news release containing details of the institute was sent to each journal, but only the U. S. O. E. list was published.
3. Statewide news articles in many South Dakota papers appeared to be effective in recruiting local applicants. Several participants indicated that they had responded to a local news article.
4. The blue and yellow fact sheet sent to state school supervisors and supervisors of systems of over 10,000 students seemed to be most effective when the supervisor passed the information directly to the potential applicant.

APPLICANTS

Goal: To select school librarians and media program directors who would be early adapters and disseminators of new concepts. An attempt was made to chose those who were lacking audiovisual courses and who had not attended previous institutes.

Comments:

1. The selection committee consisted of three people: Mr. Genaway, committee chairman and the director, Dr. William Knox, chairman of the Education Division, and Carl E. Trooien, the Associate director. An attempt was made to closely follow participant qualification outlined on the fact sheet. A definite attempt was made to screen

those who had not previously attended an NDEA institute. In the appendix will be found a sample of the guidelines given to the committee members.

2. Many well qualified persons were not accepted because they had previously taken courses in audiovisual materials. (See reject letter in appendix.)
3. Due to the large number who had previous training, some candidates were accepted who had completed one audiovisual course. Those with two or more courses were disqualified.
4. It was discovered that three participants had attended a previous institute. All three were alternates. One was accepted on the basis of misinformation on the application form. The other two were oversights on the part of the committee.

Recommendations: Previous attendance at an NDEA institute should automatically disqualify applicants and they should be discouraged from applying in the literature describing the institute.

BIBLIOGRAPHY

Goal: To allow participants the opportunity to examine publications through a shelf of two hour reserve books which could be checked out with a temporary I. D. card.

Comments:

1. This feature appeared to be well received and evoked many favorable comments.

2. Many of the works were referred to or authored by the lecturers.

Recommendations:

1. More time should be allotted in the schedule to study these resources.
2. Earlier ordering of the books would have insured their availability at the beginning of the institute. Some arrived after it was in session, and this necessitated the continual checking of the shelf by the participant.

EVALUATION FORMS

Objectives: Preliminary (pre-test), mid-point, and post evaluation forms were used to test participants for previous concepts, to determine their goals, and to measure the achievement of these goals. (See appendix)

Findings:

1. The evaluation sheets, comments from participants, and subsequent letters since the institute seem to indicate that the educational objectives established prior to the institute coincided with the ones anticipated by the participants. The greatest majority seem to indicate that their objectives had been met or exceeded. One indicated that his goals were not achieved, but rather changed. He felt that his original goals were not valid ones. His new ones were met.
2. Pre-testing was slightly inaccurate, due to the fact the test was given the second day rather than the first.

3. Changes in attitude and content were indicated by comparing the pre and post evaluations. They seemed to change from a narrow to a broad concept and from a static to a dynamic service oriented concept.

Suggestions:

1. It would have been beneficial if participants had been instructed to bring handbooks or procedures manuals for exchange and viewing.
2. The mid point evaluation served as a check on physical needs such as housing and food. A "shop foreman" also served to channel requests to the director.
3. Although the husbands organized themselves, it would have aided the families if plans for organizing them had been made in advance.

PHYSICAL FACILITIES

Goal: To provide adequate economical and convenient food and lodging for the participants.

Comments:

1. Although housing was reasonably priced and adequate, the institution did have to purchase blankets the second day of the institute due to unseasonable cold weather.
2. Food service would have been less expensive and time spent in making arrangements would have been conserved if the institute had been conducted while classes were in session. It was explained to the participants that it was necessary for the food

director to hire special help just to serve the 31 participants who subscribed to the food service. Partial service could have proven an economic disaster for the food service and would have made meal planning impossible for that size group. If participants had been forced to eat off campus, the noon hours would have been unreasonably extended and a hardship would have been placed on those without cars.

ASSOCIATE DIRECTOR

Function: To relieve some of the pressure on the director by assuming lesser administrative duties.

Comments: The associate director resigned and left the campus in June. Many minor administrative duties became the direct responsibility of the director.

Suggestions: Although the director was aware that the associate might not be available the full time, care should be exercised in choosing an associate director who is a permanent staff member and is likely to be able to carry out his duties.

PROGRAM

Goal: To structure the institute in a way that would best achieve the stated educational goals and to inform participants of times and places of activities. Although the published program was quite rigid, including specific minute designations for coffee breaks, it was hoped that it would become more informal when the institute progressed.

A tightly scheduled program offered freedom from fear of dead spots but the director recognized the need for flexibility.

Comments:

1. The schedule does not show that participants were divided into various groups, based on alphabetical order, the level at which they worked (higher education, secondary and elementary) and by their own choosing. The schedule was also changed in several places in order to provide for a more logical progression of thought and for exchange of ideas.
2. Counseling. The individual counseling sessions with each lecturer seemed to be well received and highly informative to the participants. The informal reception the first week was scheduled prior to the sessions in order to make the participants feel freer to confer with the lecturers.
3. Tours. The participants seemed to react positively to the tours of the campus facilities: the Karl E. Mundt Library, the Instructional Media Center, the Science audio-tutorial lab, the Language audio-tutorial lab, and the Karl E. Mundt Archival Library. The equipment demonstrations involved them with the various types of media. Since the director had to conduct tours of the library and the school photographer was unavailable, the director regrets that pictures of participants in these areas are not available.

4. Field trips. The field trip to the University of South Dakota Educational Media Center, which has an internal dial access system including video color tapes, and the Southwestern College Library, which has an off campus telephone dial access system seemed to relate the theoretical contents of the institute to practicalities.

Recommendations: The bus trip might have created a long and tiresome day if any of the participants had been traveling home by bus on the same day. Fortunately none were. A Thursday field trip might have been better, but scheduling of lecturers made this impossible. The spirit of the group tended to nullify the effects of the one hundred sixty mile trip. The field trip seemed to be a success and group morale was strong. They sang regional and national songs and even composed a new song "The Good Old South Dakota Spirit" incorporating each state represented on the bus.

The following comments are intended to supply further information specifically requested by the U. S. Office of Education.

Relations with the U. S. Office of Education

Relations with the U. S. Office of Education have been excellent. The director found the office most cooperative and responsive to correspondence and phone calls and helpful in solving any problems. The institute director's meeting during May in Wash-

ington, D. C. was most useful for immediate planning of the institute and for long range planning of Dakota State College's educational program.

Relations with the Dakota State College administration

Although the institute came at a time when many of the administrators were on vacation, the director found that every one who had a part in the institute was most cooperative and capable.

Orientation of the Participants

Goal: To make them aware of the facilities on the Dakota State College campus, to homogenize the group, and provide informal exchange of ideas.

Comments: Several of the participants had previously met in professional meetings or enroute to the institute. Group discussions, informal coffee breaks, and evening social activities provided for the free exchange of ideas. The lounge in the dormitory offered the opportunity for informal discussion. The complete list of names and addresses of all of the participants was distributed to everyone in the institute during the first week. A complete tour of the Dakota State College facilities was included in the program during the early part of the institute. Laboratory work was given in the instructional media center during the evening hours.

Director

The Director was present at the sessions of the institute and in continual communication with the lecturers and the participants. As mentioned in the evaluation section, an attempt was made to keep the program viable and fluid, and to adjust to the needs of

the individual participants. (See section on Evaluation)

Full-time verses part-time staff

The four day limit for daily lecturers caused some difficulty in scheduling. The institute could not have been conducted without visiting faculty. The varied geographic distribution of the lecturers provided a wide variety of experience.

Lecturers

Dr. Robert Gerletti and John Vergis greatly exceeded expectations. They worked beautifully together as a team, and made visible the educational process. They conducted both plenary and small group discussions and were innovative and varied in their methods.

Dr. Charles Wright was lucid in his presentation of the various types of media. The participants were most impressed with his and the other lecturers use of a variety of media to explain and to interpret the various media to them.

Mr. James Allen was more pendantic and offered the straight lecture approach, but had very informative and useful material. Several of the participants commented on the informational value of his lectures.

Dr. Carolyn Guss has lectured at many institutes. She contributed very strongly in her area, emphasizing selection criteria with practical examples.

Mr. Bruce Kittelson, a doctoral candidate and teacher at the University of Minnesota, did a very fine job of presenting the cataloging section. He was detailed, comprehensive, and clear with positive, definite courses of action for cataloging.

Dr. Carl Cox, also provided clear and lucid instruction giving

alternate methods of processing and handling. This contrast served to stimulate thought among the participants.

Many of the participants commented on the warmth and friendliness of the lecturers and the interest expressed in them. The individual counseling sessions and the extra curricular activities helped to establish the good rapport.

Unique features of the institute

Media specialists and librarians were used in the same program with a deliberate attempt to broaden the understanding of the participants. As a result, the participants became more inclined toward the instructional media center concept. They had a better concept of the media specialist's role, and wanted to cooperate with the specialist and institute production centers.

The field trip and the equipment there demonstrated seemed to be much more sophisticated and advanced than that seen in field trips at the Department of Audio Visual Instruction convention in Detroit.

Many types of media, including filmstrips, films, video tapes, slides, transparencies overlays, etc. were used or demonstrated at the institute.

The most significant thing that happened to institute participants, according to the evaluation forms was their changed concepts. Although some of them did have a "multi-media" concept of libraries, many of them thought of the library as a static, lifeless, collection of materials. At the close of the institute many of them commented that the library was a service institution, a learning resource center, a place where learning takes place as well as a place where information is given out. They will also use the knowledge they received on how to sell the media program to administrators.

It seemed that the examples of educational processes given by the lecturers enabled the participants to disseminate the media message with enthusiasm. The personal contact with the lecturers, and the milieu provided by people from 23 states served to foster the exchange and growth of ideas.

What the enrollees will do differently. Although this was not directly called for in the evaluation forms, the enrollees expressed to the director and to the lecturers several different courses of action that they planned. Most of them were going to broaden the library to include more media and offer more production services. Already several letters have been received from participants, telling of long discussions with their administrators regarding the possibility of expanding library services.

A questionnaire will be sent out several months after the institute in order to determine what changes they have implemented as a result of the program at Dakota State College. The director expects to visit some of the school libraries in the future for an informal follow up.

Major strengths of the Institute

The major strengths are the following: (1) the cross pollinization of ideas as a result of the large geographical distribution. (2) The lecturers were very strong in their areas, presented them well, and had a good relationship with the participants. (3) The physical arrangement seemed to be adequate. The facilities on campus offered a wide variety of types of multi-media units: audio tutorial labs, an archival library plus the regular

library with much audio visual equipment, and the instructional media center. (4) The apparent achievement of the educational objectives was probably the greatest single strength. (5) The objectives and purposes of the institute seemed to fill a very definite need as indicated by the participants. (6) The variation in grade levels, from elementary through Junior High and College offered a variety of vocational experience that enriched the institute.

CONCLUSIONS

1. The consensus of the participants and lecturers seemed to be a positive one indicating that their goals and objectives were met or exceeded.

2. From the Director's standpoint, several recommendations are in order. If the institute were to be held again, the date should be changed so that it would coincide with the summer session of the school. A great many physical problems could have been saved by having the institute during the summer session.

3. More emphasis should be placed upon the production aspect and more time allowed for this. It would have been desirable for each member, or a group of members, to plan, design, and manufacture a specific product, using one or many types of media, and then to catalog and process their own finished product at the end. A two week institute is hardly long enough to plan and process media presentations.

A three week institute might serve this purpose better.

4. Some changed concepts were measured through the evaluation forms. Many institute participants indicated by their attitude, by personal expressions in letters, and by direct letter to the director that they intend to change the function of the library in their school. A more definite commitment might have been obtained from the institute participants at the beginning and at the end of the two weeks. Such a commitment was implied in the questioning of goals and the achievement of those goals. But the expectations of changed behavior could have been made explicit had more specific courses of action been obtained.

5. The individual counseling sessions seemed to be greatly appreciated by the participants, with several expressing the desire to have longer sessions, possibly in small groups rather than, or in addition to individual sessions.

6. The publication of an Institute newsletter seemed to indicate a desire to perpetuate their experience and friendships gained here while at the institute.

APPENDICES

Appendix A

EDUCATIONAL OBJECTIVES

Appendix B

DEALER LETTER requesting catalogs and equipment

Appendix C

INQUIRIES, APPLICANTS, AND PARTICIPANTS

1. Total list of Inquiries
2. Applicant fact sheet
3. Application forms
4. Selection criteria memo
5. Participant list
 - a. First choice
 - b. Alternates
 - c. Opening day report
Also Roster for institute
Status of report remained unchanged at the
end of the institute

Appendix D

PUBLICITY

1. Flier (Blue and yellow fact sheet)
2. Press releases
3. Published news articles
4. Sample diploma

Appendix E

PROGRAM

1. Scheduled activities
2. Extra curricular activities
3. Counseling appointment sheets

Appendix F

CORRESPONDENCE

1. Sample letters to lecturers
2. Sample letters to applicants and participants
 - a. Rejection letter
 - b. Alternate letter (Same only with the postscript added)
 - c. Confirmation letter to participants previously notified by phone. The shortness of time necessitate verbal commitments by phone.
 - d. Other correspondence

Appendix G

INSTITUTE NEWSPAPER

1. Questionnaire
2. Sample copy

Appendix H

EVALUATION

1. Preliminary evaluation form
2. Mid point evaluation forms
3. Quiz
4. Post evaluation form
5. Evaluative correspondence

Appendix I

PHOTOGRAPHS

APPENDIX A

EDUCATIONAL OBJECTIVES

MULTI-MEDIA RESOURCES

Educational Objectives

1. Be able to distinguish the major types of media.
2. Be able to identify (and operate) the various types of equipment needed to utilize each type.
3. Be able to catalog and index each type of media.
4. Be able to establish procedures for storage and circulation of media and equipment.
5. To develop the concept of a library as an information center.
6. To enable participants to be self sustaining and find solutions to problems encountered in the field through human and bibliographic resources.
7. To inculcate the unit concept or integrated multi-media access to all materials in one alphabet.
8. To make the participants capable of disseminating their new attitudes to colleagues and administrators. Sell the program.
9. To make them capable of organizing an instructional media center.
10. To enable teachers to evaluate hardware and software.

APPENDIX B

DEALER LETTER requesting catalogs and equipment



KARL E. MUNDT LIBRARY

DAKOTA STATE COLLEGE

MADISON, SOUTH DAKOTA 57042

MULTI-MEDIA RESOURCES: A UNIFIED APPROACH

Dear Sir:

Dakota State College and the U.S. Office of Education under Title II-B will be offering an institute for the training of school librarians August 3-14, 1970.

The purpose of the institute is to make the participants capable of identifying and selecting various types of media (both software and hardware.)

Recognizing the important role that producers and distributors play in developing new media as well as making it available to education, we would like the following material to be used for display purposes serving as samples of what is currently available:

If possible, we would like the material to arrive about July 27. Please have your local representative contact me if preview material is available.

Sincerely,

David C. Genaway

David C. Genaway
Director

Phone: 605-256-3551
Ext. 226 or 227

DCG:ljw

APPENDIX C

INQUIRIES, APPLICANTS, AND PARTICIPANTS

1. Total list of Inquiries
2. Applicant fact sheet
3. Application forms
4. Selection criteria memo
5. Participant list
 - a. First choice
 - b. Alternates
 - c. Opening day report -
Also Roster for institute
Status of report remained unchanged at the
end of the institute

*Omitted from copies sent to
ERIC/CLIS, Not reproduced here.
ERIC/CLIS*

TOTAL LIST OF INQUIRIES

ALASKA	1	OHIO	10
ALABAMA	2	OKLAHOMA	3
ARIZONA	1	OREGON	1
ARKANSAS	2	PENNSYLVANIA	17
CALIFORNIA	10	RHODE ISLAND	2
COLORADO	18	SOUTH CAROLINA	4
CONNECTICUT	2	SOUTH DAKOTA	29
DELAWARE	1	TENNESSEE	5
FLORIDA	12	TEXAS	18
GEORGIA	1	VIRGINIA	4
HAWAII	7	WASHINGTON	12
ILLINOIS	17	WEST VIRGINIA	2
IOWA	13	WISCONSIN	20
KANSAS	12	WYOMING	10
KENTUCKY	8	IDAHO	1
LOUISIANA	8	INDIANA	4
MARYLAND	11	WASHINGTON DC.	2
MASSACHUSETTS	4	HONG KONG	1
MICHIGAN	8	APO NEW YORK	1
MINNESOTA	17	PUERTO RICO	2
MISSISSIPPI	3	NORTH CAROLINA	4
MISSOURI	8	TOTAL	374
NEBRASKA	23	TOTAL STATES	46
NEW JERSEY	6	PLUS PUERTO RICO, HONG KONG, AND APO NEW YORK, ALSO DISTRICT OF COLUMBIA	
NEW MEXICO	6		
NEW YORK	22		
NEVADA	1		
NORTH DAKOTA	7		
NEW HAMPSHIRE	1		

FACT SHEET

Inquiries from	374	from 46 states
Applications returned	172	from 35 states
Participants selected	35	from 18 states

STATES

18 states

California	1	Iowa	1
Nebraska	3	Wisconsin	1
South Dakota	9	Kansas	1
New Jersey	1	Mississippi	1
New York	5	Texas	1
Illinois	2	Ohio	1
Nevada	1	Wyoming	2
Florida	2	Missouri	1
Kentucky	1	North Dakota	1

AGES

Average Age 45

60 Years -- Oldest

25 Years -- Youngest

MULTI-MEDIA RESOURCES

A Unified Approach
An Institute For Training Librarianship

August 3-14, 1970

Karl E. Mundt Library
Dakota State College
Madison, South Dakota 57042

Application For Admission

1. NAME: _____
 Last First Middle Initial Title

INSTITUTION: Dakota State College TYPE OF INSTITUTE: School Librarianship

2. HOME ADDRESS: _____
 Street
 _____ _____
 City State and Zip Code

3. HOME TELEPHONE: _____
 Area Code Telephone

4. SEX: ____M. ____F. 5. AGE: ____ 6. U.S. Citizen ____Yes ____No

7. SOCIAL SECURITY NO.: _ _ _ _ _

8. MARITAL STATUS: Married____, Single____, Widowed____, Divorced____

9. Number of dependents (excluding yourself) who are claimable for Federal
Income tax purposes ____ (If you file a joint return and are NOT the
major earner, you may not claim any dependents.)

10. ____ I am employed as a librarian. (Complete all following items except 16.)
____ I am not presently employed as a librarian. (Complete all following
items except 13.)

EMPLOYMENT DATA

11. EMPLOYER: _____
 Name Address

12. Employment telephone: _____
 Area Code Telephone

13. Presently employed as a librarian in: ____school, ____public,
____college or university, ____special, ____other, specify.

14. Title of your position: _____
15. Name, title, and address of your immediate supervisor: _____

16. If you are preparing for employment as a librarian, specify here: _____

17. Employment Record--List your places of employment during the last 5 years.
- | Dates | Name and Address of Employer | Title |
|-------|------------------------------|-------|
| | | |
| | | |
| | | |
| | | |
18. What colleges and universities have you attended? (Exclude attendance at institutes or programs you list in item 19.) Send copy of transcript from each institution listed. Certified transcripts need not be sent until you are accepted.
- | Name of Institution | Dates Attended | Degree | Major | Minor(s) |
|---------------------|----------------|--------|-------|----------|
| | | | | |
| | | | | |
| | | | | |
19. Have you previously attended an NDEA Library Institute Program? ☐ Yes ☐ No
 If yes, specify each.
- | Name of sponsoring Institution | Dates Attended | Name of Institute or Program Director |
|--------------------------------|----------------|---------------------------------------|
| | | |
| | | |
| | | |
20. Describe any other significant academic experiences you have had in the subject field of this institute or program (such as summer programs, workshops, or seminars): _____
21. Are you applying for a library institute in addition to this one? ☐ Yes ☐ No
 If yes, specify them.
- | Institution | Subject Field |
|-------------|---------------|
| | |
| | |
22. Comment briefly on the statement: "The book is no longer the sole source of documentation." _____

23. Undergraduate credit desired: ☐ Yes ☐ No
24. College housing desired ☐ Yes ☐ No
25. Food Service ☐ Yes ☐ No

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

DATE: _____

Signature of Applicant

MAIL TO: Mr. David C. Genaway
 Director
 Multi-Media Resources
 Karl E. Mundt Library
 Dakota State College
 Madison, South Dakota 57042

Applications MUST BE postmarked no later than May 25, 1970.

APPLICATION FOR A STIPEND

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE OFFICE OF EDUCATION

Each individual who attends the library institute under the provision of Title II-B of the Higher Education Act of 1965, P.L. 89-329, as amended, shall be eligible (after application therefor) to receive a stipend at the rate of \$75 per week for the period of his attendance at the Institute, and an additional allowance of \$15 per week for each dependent.

Please type or print in ink and RETURN THE COMPLETED FORM TO: David C. Genaway, Director, Multi-Media Resources, A Library Training Institute, Karl E. Mundt Library, Dakota State College, Madison, South Dakota 57042.

Name of Applicant: _____
First Middle Initial Last

Institution: Dakota State College Type of Institute: School Librarianship

Permanent or home address: _____
Number Street City State Zip

Sex: ___M. ___F. Marital Status: Single___, Married___, Widowed___, Div. ___

An applicant may claim as dependents those persons over half of whose support was received from the applicant and for whom deductions are allowable for Federal income tax purposes.

(NOTE: Notwithstanding this, an applicant may not claim as a dependent a person who is receiving a stipend or an allowance in the nature of subsistence from this or any other program of Federal educational assistance (except loans or payments in connection with work-study programs,) and an applicant may not claim an individual who is being claimed as a dependent or another person under this or any program of Federal educational assistance.)

IN accordance with the foregoing (Check One):

___ I Claim No Dependents

___ I Claim the Following Dependents:

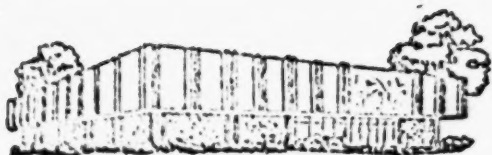
Name of Dependent	Age	Relationship	Name of Dep.	Age	Relationship

I CERTIFY, under penalty of law, that I have claimed dependents in accordance with the instructions on this form, that I contribute more than half of the cost of each such dependent's annual support, and that the information provided by me is true and complete to the best of my knowledge and belief.

Signature of Applicant: _____ Date: _____

DEPENDENCY CHANGES:

- (A) Any decrease in the number of allowable dependents during the Institute period must be reported promptly to the Institute Director for an appropriate adjustment of your stipend.
- (B) If, during the Institute period, your number of allowable dependents Increases, you may request an increase in your stipend by submitting evidence of the change to the Institute Director.



KARL E. MUNDT LIBRARY

DAKOTA STATE COLLEGE

MADISON, SOUTH DAKOTA 57042

TO: Dr. Knox
FROM: David C. Genaway
DATE: June 2, 1970
RE: Evaluation of applicants for my training institute
selection of 35 1st choice + 35 2nd choice

I. SCREENING.

An intent will be made to weed from the applicants file all incomplete applications and to separate all those who have previously attended other government sponsored institutes. Those who have attended other institutes, are not completely ineligible, but we will want to give preference to first-timers. If we have missed any of these applications, please advise.

II. CRITERIA FOR EVALUATION.

A. Basic criteria is spelled out in the attached folder under participants:

1. Must have now or will have during the 1970-71 school year, responsibility for a school library or school media program.
2. Must have a Bachelor's degree with a satisfactory record.
3. Must have a minimum of 12 semester-hours or equivalent in library science. Here we can be flexible regarding the quarter or semester hours as long as it is pretty much equivalent. Those WITHOUT an audio-visual course will be given preference.
4. Evidence that the participant is likely to apply what is learned at the Institute.

B. Consider their academic record not only in toto but also watch for trends of progress. In other words, their academic potential.

- C. Note their vocational experience and whether or not they have remained static or have gradually progressed in this experience.
- D. Some special items to look for are:
 - 1. Signs that the applicant will be an early adaptor of what is given at the Institute. Are they likely to implement and disseminate what they learn?
 - 2. Bill, please especially look for their potential to make a contribution to the field of education and to work with principals and other administrators.
- E. Please read carefully the questionnaires and the application for stipend. Be sure to note their answer to question no. 22, an essay question. This is designed to determine their ability to communicate and their concept of audio-visual materials. Basically, I am looking for people who have the idea and the concept that there are other ways and other materials and other means of validating research than a book. Indeed, some facts are evident only in a video-tape, for example, cannot be found in any books.
- F. Your over-all comments and evaluations would be appreciated as well. Thank you for your early consideration for these applicants as they all have to be notified by June 15. We need to choose 35 first-choice. We need to also choose 35 alternates in case the first choice cannot come.
- G. All applications are at the library and should be reviewed there.

PARTICIPANT LIST

First Choice

1. Pigford, Eloise	Accepted
2. Richardson, S. G.	Declined
3. Anderson, Vicki	Accepted
4. Auwarter, Jeanne	Accepted
5. Cavan, Mary Lee	Accepted
6. Edwards, Charline	Accepted
7. Freemore, Elaine	Accepted
8. Hukki, Arlene	Accepted
9. Key, Ramona	Declined
10. Kidney, Harriet	Accepted
11. Leaming, Judith	Declined
12. Rigel, Teresa	Declined
13. Sheets, Phyllis	Accepted
14. Surrusco, Grace	Accepted
15. Andrews, Vivian	Accepted
16. Collier, Phyllis	Declined
17. Devaney, Florence	Accepted
18. Dinsmore, Cherylyn	Accepted
19. Kennedy, M. M.	Accepted
20. Moxon, Margaret	Accepted
21. Netz, David	Accepted
22. Partridge, M. L.	Accepted
23. Pease, Wanda	Accepted
24. Ramsoure, Jane	Accepted
25. Rodery, Ona	Declined
26. Saltonstall, E. L.	Accepted
27. Fransen, Arlein	Accepted
28. Worman, Roger	Accepted
29. Patterson, Glenda	Accepted
30. Schoppe, Lucile	Accepted
31. Serfling, Arthur C.	Declined
32. Vinson, Dolores	Declined
33. Aldrich, Rachel	Declined
34. Snyder, LaVetta	Accepted
35. Ziemman, Zane	Accepted

ALTERNATES

1. Garrison, Charleen	Accepted
2. Hanrahan, Dorothy	Accepted
3. Hostetler, Valarie	Accepted
4. Olds, Gretchen	Accepted
5. Weinstein, Jack	Accepted
6. Tonsing, Janice	Accepted
7. Slusser, Mary	Accepted
8. Phelps, Marguerite	Accepted
9. Wentz, Esther	Accepted
10. West, Mary	
11. Burman, Vesta	
12. Tait, Lucille	
13. Kindelspire, Lillian	
14. Lair, Lila	

Alternates continued

- 15. Lundin, Celda
- 16. Schram, Mary
- 17. Smith, Geraldine
- 18. Harden, Mary
- 19. Kelley, Celine

APPENDIX D

PUBLICITY

1. Flier (Blue and yellow fact sheet)
2. Press releases
3. Published news articles-
4. Sample diploma

*ERIC User Please Note:
Articles not reproduced
here due to marginal
legibility of copy.*

IMMEDIATE RELEASE

February 20, 1970

TO: News Media

FROM: David C. Genaway
Director
Karl E. Mundt Library
Dakota State College
Madison, South Dakota 57042
Phone: 605-256-3551-Ext. 226

RE: Summer Institute for Training in Librarianship

"Multi-Media Resources, a unified Approach" is the title of a two week summer institute to be conducted at the Karl E. Mundt Library, Dakota State College, Madison, South Dakota August 3 through August 14, 1970 under the direction of David C. Genaway. The institute, sponsored by the U. S. Office of Education, Division of Library Programs, will be limited to 35 U. S. or naturalized citizens. Top priority will be given to practicing elementary and secondary school librarians, who are lacking in audio-visual library media knowledge. Criteria for selection will be based on training, experience and potential. School librarians who have 12 semester hours of Library Science and who are located in a growing media system will be given greatest consideration. Those accepted will be granted a stipend of \$75 a week, plus \$15 for each dependent. Two semester hours of undergraduate credit is optional.

The purpose of the institute is to make the participant capable of identifying various types of media, distinguishing variations in cataloging procedure for each type, and instituting an integrated media system in a school.

The educational objectives are as follows:

1. The participant will be able to select and identify the best types of media and work out a procedure for storage, circulation, and control of the various media.

2. The participant will be able to find solutions to problems encountered in the field through both human and bibliographic resources.

3. The participant will be able to make a unit concept or integrated multi-media access to all materials on a given subject regardless of the medium.

Lecturers will include Dr. Carl Cox, University of Tennessee, Dr. Robert Gerletti, President-elect D. A. V. I., N. E. A., Dr. Carolyn Guss, Indiana University, Mr. Bruce Kittilson, University of Minnesota, Dr. John Vergis, Arizona State University (past president of D. A. V. I., N. E. A.) and Dr. Charles Wright, Central Washington State College.

All applications must be in no later than May 25, 1970.

Inquiries should be addressed to:

David C. Genaway
Director
Karl E. Mundt Library
Dakota State College
Madison, South Dakota 57042

April 8, 1970

TO: News Media
FROM: David C. Genaway, Director
RE: Nationwide Summer Institute for Training in Librarianship
for school librarians and \$16,756 grant.

Dakota State College has received a \$16,756 grant from the U. S. Office of Education, Division of Library Programs to conduct a two-week Institute for Training in Librarianship for school librarians. David C. Genaway, director of the institute entitled Multi-media Resources, a Unified Approach, indicated that the two-week institute will carry 2 hours of undergraduate credit.

The institute will make 35 school librarians capable of identifying and evaluating various types of media, distinguishing variations in cataloguing procedure for each type, and instituting an integrated media system in a school.

The first week will consist of presentations by media specialists and the second, librarians specializing in processing and cataloguing audiovisual library media.

Thirty-five participants will be selected on the basis of the following criteria:

--Must now have or will have during the 1970-71 school year, responsibility for a school library or school media program.

--A Bachelors degree with a satisfactory record.

--A minimum of 12 semester hours or equivalent in library science. Those WITHOUT an audio-visual course will be given preference.

COPY

40

News Media
April 8, 1970
Page 2

--Evidence that the participant is likely to apply what is learned at the institute.

The institute will be conducted August 3 through August 14, in the Karl E. Mundt Library, Dakota State College, Madison, South Dakota.

Lecturers include the following:

Dr. Carl Cox, Associate Professor, Department of Library Science, University of Tennessee, Knoxville, Tennessee.

Dr. Robert C. Gerletti, President-Elect, Department of Audiovisual Instruction, NEA, Washington, D. C. Currently director of the Division of Educational Media for the County of Los Angeles, California.

Dr. Carolyn Guss, Associate in Selection, Audio-Visual Center, Indiana University, Bloomington, Indiana.

Mr. Bruce J. Kittilson, Instructor, Library School, University of Minnesota.

Dr. John P. Vergis, Professor of Education Media, College of Education, Arizona State University, Tempe, Arizona. Past President DAVI.

Dr. Charles W. Wright, Assistant Director of Libraries, Audio-Visual Division, Central Washington State College, Ellensburg, Washington.

The idea, according to Mr. Genaway, is to provide a cross country culture by including participants and lecturers from different areas of the U. S.

All those accepted for the institute will receive a stipend of \$75 a week, plus \$15 for each dependent.

Address all inquiries to:

David C. Genaway, Director
Karl E. Mundt Library
Dakota State College
Madison, South Dakota 57042

DCG:ro

COPY

4

DATE: 7-14-70

TO: News Media for IMMEDIATE RELEASE

FROM: David C. Genaway, Institute Director, Karl E. Mundt Library,
Dakota State College, Madison, South Dakota Phone 256-3551
Ext. 226

REGARDING: Multi-Media Resources, an Institute for Training in Librarianship,
Karl E. Mundt Library, Dakota State College, Madison, South Dakota
August 3-14, 1970.

Suggested Headline: 23 STATES TO BE REPRESENTED AT DAKOTA STATE COLLEGE INSTITUTE

Thirty-five participants representing 18 states were chosen to come to a summer Institute for Training in Librarianship entitled Multi-Media Resources, a Unified Approach, according to Institute Director, David C. Genaway. Along with seven lecturers from five additional states, they will participate in the two week institute sponsored by the Division of Library Programs, U.S. Office of Education under Title II B. They were chosen from over 160 applicants from over thirty states by a selection committee consisting of David C. Genaway, Committee Chairman, Director of Karl E. Mundt Library and proposal writer, Dr. William Knox, Chairman of the Division of Education and Psychology, and Carl Trooien, former head of the Instructional Media Center.

Nine South Dakota residents were selected by the committee. They are:

Mrs. Jeanne B. Auwarter
Langford, South Dakota

Sister Cherylyn R. Dinsmore
Stephan, South Dakota

Mrs. Charline J. Edwards
Armour, South Dakota

Mrs. Arlein M. Fransen
Wessington Springs, South Dakota

Mrs. Elaine M. Freemore
Aberdeen, South Dakota

Mrs. Arlene E. Hukki
Springfield, South Dakota

Mrs. Margaret Moxon
Huron, South Dakota

Mrs. Lucile F. Schoppe
Warner, South Dakota

COPY

42

Mr. Zane Ziemann
Martin, South Dakota

It will be held at the Karl E. Mundt Library at Dakota State College in Madison. They will be able to institute an integrated media system in their school. According to Mr. Genaway, "The book is no longer the sole source of research". The increasing variety of films, filmstrips, audio and video tapes and other audio-visual materials and the general lack of training in this area on the part of many school librarians make this institute necessary.

The program will include highly qualified and noted authorities from seven states in order to represent a cross country viewpoint. Lecturers will teach the participants how to select and identify the best types of media and work out procedures for storage, circulation and control of the various media. They will also show them how to find solutions to problems encountered when they return to libraries. The first week will consist of media specialists who are library-minded. During this week the librarians will learn overall trends in audio-visual media, how to distinguish and select such things as microfilm, microfiche, slides, etc., and what type of equipment is needed for each.

The second week will have presentations from librarians who are media oriented who will show the participant how to process, describe and index each type of media. Emphasis will be on administration and organization of materials from a single access point.

Attendance is limited to only the 35 participants already notified.

The Institute participant covers an age range of 25 years to 60 years and will make a field trip to Marshall, Minnesota.

(attached is a fact sheet)

COPY

43

FACT SHEET

Inquiries from	374	from 46 states
Applications returned	172	from 35 states
Participants selected	35	from 18 states

STATES

18 states

California	1	Iowa	1
Nebraska	3	Wisconsin	1
South Dakota	9	Kansas	1
New Jersey	1	Mississippi	1
New York	5	Texas	1
Illinois	2	Ohio	1
Nevada	1	Wyoming	2
Florida	2	Missouri	1
Kentucky	1	North Dakota	1

AGES

Average Age 45

60 Years -- Oldest

25 Years -- Youngest

DATE: 7-15-70

TO: News Media for IMMEDIATE RELEASE

FROM: David C. Genaway, Institute Director, Karl E. Mundt Library,
Dakota State College, Madison, South Dakota Phone 256-3551
Ext. 226

REGARDING: Multi-Media Resources, an Institute for Training in
Librarianship, Karl E. Mundt Library, Dakota State College,
Madison, South Dakota August 3-14, 1970.

Suggested Headline:

23 STATES TO BE REPRESENTED AT DAKOTA STATE COLLEGE INSTITUTE

Thirty-five participants representing 18 states were chosen to come to a summer Institute for Training in Librarianship entitled Multi-Media Resources, a Unified Approach, according to Institute Director, David C. Genaway. Along with seven lecturers from five additional states, they will participate in the two week institute sponsored by the Division of Library Programs, U.S. Office of Education under Title II B. They were chosen from over 160 applicants from over thirty states by a selection committee consisting of David C. Genaway, Committee Chairman, Director of Karl E. Mundt Library and proposal writer, Dr. William Knox, Chairman of the Division of Education and Psychology, and Carl Trodien, former head of the Instructional Media Center.

The participants were selected on the basis of the following criteria:

- Must now have or will have during the 1970-71 school year, responsibility for a school library or school media program.
- A Bachelors degree with a satisfactory record.
- A minimum of 12 semester hours or equivalent in library science. Those WITHOUT an audio-visual course will be given preference.
- Evidence that the participant is likely to apply what is learned at the Institute.

Two hours undergraduate credit will be given as 302-Audiovisual Library media.

Nine South Dakota residents were selected by the committee. They are:

Mrs. Jeanne B. Auwarter
Langford, South Dakota

Sister Cherylyn R. Dinsmore
Stephan, South Dakota

Mrs. Charline J. Edwards
Armour, South Dakota

Mrs. Arlein M. Fransen
Wessington Springs, South Dakota

Mrs. Elaine M. Freemore
Aberdeen, South Dakota

Mrs. Arlene E. Hukki
Springfield, South Dakota

Mrs. Margaret Moxon
Huron, South Dakota

Mrs. Lucile F. Schoppe
Warner, South Dakota

Mr. Zane Zieman
Martin, South Dakota

It will be held at the Karl E. Mundt Library at Dakota State College in Madison. They will be able to institute an integrated media system in their school. According to Mr. Genaway, "The book is no longer the sole source of research". The increasing variety of films, filmstrips, audio and video tapes and other audio-visual materials and the general lack of training in this area on the part of many school librarians make this institute necessary.

The program will include highly qualified and noted authorities from seven states in order to represent a cross country viewpoint. Lecturers will teach the participants how to select and identify the best types of media and work out procedures for storage, circulation and control of the various media. They will also show them how to find solutions to problems encountered when

46

they return to libraries. The first week will consist of media specialists who are library minded. During this week the librarians will learn overall trends in audio-visual media, how to distinguish and select such things as microfilm, microfiche, slides, etc., and what type of equipment is needed for each.

The second week will have presentations from librarians who are media oriented who will show the participant how to process, describe and index each type of media. Emphasis will be on administration and organization of materials from a single access point.

Attendance is limited to only 35 participants already notified.

The Institute will include a field trip to Southwestern Junior College at Marshall, Minnesota.

(attached is a fact sheet)

DAKOTA STATE COLLEGE

DIVISION OF EDUCATION AND PSYCHOLOGY

DEPARTMENT OF LIBRARY SCIENCE

The Division of Education and Psychology on recommendation of the staff of the
Institute for Training in Librarianship, held at the
Karl E. Mundt Library on August 3-14, 1970,
awards this certificate to

for successfully completing the requirements of the Institute:
Multi-Media Resources, A Unified Approach, for School
Librarians sponsored by the U. S. Office of
Education, Title II B, P. L. 89-329,
as amended.

Given at Madison, South Dakota, August fourteenth,
in the year of our Lord, One thousand nine
hundred and seventy.

Director



Dean

APPENDIX E

PROGRAM

1. Scheduled activities
2. Extra curricular activities
3. Counseling appointment sheets

P R O G R A M

Multi-Media Resources Institute
David C. Genaway, Director

Monday, August 3, 1970

Institute 1

8:30 to 9:00	Welcome-Dean Hanke and David C. Genaway Purpose and Plan of Institute Introduction of Lecturers	
9:00 to 10:00	New Directions in Educational Technology Audiovisual Media A Philosophical View "Identity Crisis"	Dr. John P. Vergis
10:00 to 10:15	Discussion	
10:15 to 10:30	Coffee Break	
10:30 to 11:30	A Technological View	Dr. Robert Gerletti
11:30 to 11:45	Discussion	
11:45 to 1:00	Lunch at College Cafeteria	
1:00 to 2:00	Media Center Its Role Objectives Functions	Dr. Vergis
2:00 to 2:15	Discussion	
2:15 to 3:15	Space Utilization in Media Center	Dr. Gerletti
3:15 to 3:30	Discussion	
3:30 to 3:45	Coffee Break	
3:45 to 4:45	PPBS or Planning Programing Budgeting Systems	Dr. Gerletti
5:00 to 6:30	Participants time and dinner	
6:30	Supplemental media programs films, filmstrips, tapes, etc. Triangle School Service Demonstration	

Tuesday, August 4, 1970

8:00 to 9:00	Media Center Standards College Secondary Elementary (Emphasis on Secondary & Elementary Levels)	Dr. Vergis
9:00 to 9:15	Discussion	
9:15 to 10:15	The Instructional Media Center and the Professional Library	
10:15 to 10:30	Discussion	
10:30 to 10:45	Coffee Break	

Institute 2

10:45 to 11:45	Software, Principles of Design	Dr. Vergis
11:45 to 12:00	Discussion	
12:00 to 1:15	Lunch at College Cafeteria	
1:15 to 2:15	Software analysis Differentiation in function, physical characteristics, construction, handling, etc. Hardware needed Photoprints Slides	Dr. Vergis Dr. Wright
2:15 to 2:30	Discussion	
2:30 to 3:30	Filmstrips	Dr. Vergis
3:30 to 3:45	Break	
3:45 to 5:00	Films Reel to Reel and Cartridge	Dr. Gerletti
5:00 to 6:30	Participants time and dinner Dinner served at cafeteria	
6:30	Informal reception for staff and students	

Wednesday, August 5, 1970

8:00 to 9:00	Laboratory Kits, Language Cards, realia, displays	Dr. Vergis
9:00 to 9:15	Discussion	
9:15 to 10:15	Transparencies	Dr. Vergis
10:15 to 10:30	Discussion	
10:30 to 10:45	Break (Make appointments with Miss Wilson for counseling session)	
10:45 to 12:00	Microforms Microfilm Microfiche Microcards Ultra-microfiche	Dr. Wright
12:00 to 1:05	Lunch, Cafeteria	
1:05 to 3:00	Individual Counseling sessions with lecturers all by appointment	
3:00 to 4:00	Phonorecords	Dr. Wright
4:00 to 5:00	Tapes, Audio	Dr. Gerletti
5:00 to 7:00	Dinner	

6:30

Supplemental Media Programs

Thursday, August 6, 1970

8:00 to 9:00	Audio Tutorial labs Special laboratories	Dr. Gerletti Dr. Vergis
9:00 to 9:15	Discussion	
9:15 to 10:15	Tapes, Video--Storage Problems, Physical description hardware, types	Dr. Gerletti
10:15 to 10:30	Discussion	
10:30 to 10:45	Break	
10:45 to 11:45	Hardware evaluation--general Standards Criteria Sources, etc. Hybrid's	Dr. Vergis
11:45 to 12:00	Discussion	
12:00 to 1:00	Lunch at Cafeteria	
1:00 to 2:30	Hardware - By type Projectors - still slide filmstrip Motion Recorders and players Phonorecord Audio tape Video tape	Dr. Wright Dr. Gerletti
2:30 to 3:30	Audio tutorial labs, I.M.C. K.E.M.L. Tours. Mundt Archival Library	
3:30 to 3:45	Break	
3:45 to 5:00	Development of exemplary library media centers	Mr. Allen
6:30	3M Transparency Demonstration Cliff Dvoracek--Supplemental Media Programs	

Friday, August 6, 1970

8:00 to 9:00	Software--Sources	Dr. Wright
9:00 to 10:00	Objectives of exemplary media centers	Mr. Allen
10:00 to 10:15	Break	
10:15 to 11:15	In service training to develop a media center	Mr. Allen

Institute 4

11:15 to 12:00

Ways to evaluate a library
media center

Mr. Allen

12:00 to 1:00

Lunch

1:00 to 3:00

C.W.S.C., I.M.C. and A-V
Library. A college program.

Dr. Wright

Cirriculum Library
Instructional Media Center
Audio-Visual Services Div.
Production Services
A-V Library Media
Selection
Acquisitions
Cataloging
Processing
Circulation
Control

3:00 to 3:15

Break

3:15 to 4:15

Model media centers

Mr. Allen

4:15 to 5:00

K-12

Evaluation
Program
Student

Monday
August 3Tuesday
August 4Wednesday
August 5Thursday
August 6Friday
August 7

8:00

Welcome
Purpose and Plan
(Dean Hanke and Mr.
Gensow)Media Standards
(Dr. Vergis)Laboratory Kits
(Dr. Vergis)Audio Tutorial Labs
(Dr. Gerletti)Software Sources
(Dr. Wright)

9:00

New Directions in
Education A
Philosophical View
(Dr. Vergis)Instructional Media
Center
(Dr. Gerletti)Transparencies
(Dr. Vergis)Tapes, Storage,
Etc.
(Dr. Gerletti)Objectives of
Exemplary Media
(Mr. Allen)

10:30

A Technological
View
(Dr. Gerletti)Software
Principles of
Design
(Dr. Vergis)Microforms
(Dr. Wright)Hardware Evaluation
(Dr. Vergis)In service
training to
Develop Center
(Mr. Allen)

12:00

Lunch

Lunch

Lunch

Lunch

Lunch

1:00

Media Center
Its Role
Objectives
Functions
(Dr. Vergis)Software Analysis
Hardware Needed
(Dr. Vergis)
(Dr. Wright)Individual Counseling
Sessions
(All)Hardware
(Dr. Wright)CWSC, IMC and
AV Library
(Dr. Wright)

3:30

Space Utilization
in Media Center
(Dr. Gerletti)Filmstrips
(Dr. Vergis)Audio Tutorial Labs
Language

3:00

-

Phonorecords
(Dr. Wright)Science
(Visit)Model Media Centers
(Mr. Allen)

3:45

Planning Programming
Budgeting Systems
(Dr. Gerletti)Films (Reel to
Reel and Cartridge)
(Dr. Gerletti)Tapes, Audio
(Dr. Gerletti)Development of
Exemplary Library
(Mr. Allen)

Evaluation

6:30

Demonstration by
Triangle School
ServiceInformal Reception
for Staff and StudentsSupplemental Media
Program
ExhibitsTransparency
Demonstration by
3M Company
Exhibits

57

Institute 6

Monday, August 10, 1970

8:00 to 9:00	Visual Literacy	Dr. Guss
9:00 to 9:15	Discussion	
9:15 to 10:15	Perception Theory	Dr. Guss
10:15 to 10:30	Discussion	
10:30 to 10:45	Coffee Break	
10:45 to 11:45	Selection-Sources and Suppliers	Mr. Kittilson Dr. Guss
11:45 to 12:00	Discussion	
12:00 to 1:00	Lunch at Cafeteria	
1:00 to 2:00	Selection-Criteria (Criteria for grade placement materials and the librarians relationship to it	Dr. Guss Dr. Cox
2:00 to 2:15	Discussion	
2:15 to 3:15	Principles of integrating educational media	Dr. Guss
3:15 to 3:30	Discussion	
3:30 to 3:45	Coffee Break	
3:45 to 5:00	The school curriculum and its relationship to the library	Dr. Cox
5:00 to 7:00	Participants time	
7:00 to 8:30	Supplemental media programs (Films, etc.)	

Tuesday, August 11, 1970

8:00 to 9:00	In service education of teachers	Dr. Guss
9:00 to 9:15	Discussion	
9:15 to 10:15	Student Assistant Services	Dr. Guss Dr. Cox
10:15 to 10:30	Discussion	
10:30 to 10:45	Coffee Break	
10:45 to 11:45	I the Beholder -- 8 Viewpoints	Dr. Guss
11:45 to 12:00	Discussion	
12:00 to 1:00	Lunch at Cafeteria	
1:00 to 2:30	Consultations with lecturers by appointment	All

Institute 7

2:00 to 3:30	Evaluative Sources	
	Sources of Evaluation	Dr. Guss
3:30 to 3:45	Break	
3:45 to 4:45	Bibliographic on Audio-Visual Library Media	
	Selection and Acquisition	Dr. Guss
	Processing	
	Cataloging	Mr. Kittilson
	Circulation Control	
	Storage	Dr. Cox
5:00 to 6:30	Parallel a bibliographic course	
	Participants time	
6:30	Supplemental Media Programs	

Wednesday, August 12, 1970

8:00 to 9:00	Administration and Organization of A-V Multi-Media Library;	
	Software--General	
	Overall processing and handling	
	Personnel	Dr. Guss
	Student Aid	Dr. Cox
	Federal Aid	
9:00 to 9:15	Discussion	
9:15 to 10:15	Photoprints	Mr. Kittilson
	Differentiation in Physical Characteristics	Dr. Cox
	Cataloging	
	Main Entry	
	Classification or ID no.	
	Problems	
	Physical Storage, etc.	
10:15 to 10:30	Discussion joint discussion	
10:30 to 10:45	Break	
10:45 to 11:45	Slides	Mr. Kittilson
	Physical Characteristics	Dr. Cox
	Sizes	
	Choice of entry	
	Cataloging	
	S.H.'s	
	Classification or ID no.	
	Physical Storage	
	Special problems	
11:45 to 1:00	Lunch	
1:00 to 2:00	Filmstrips	Dr. Cox
	Choice of entry	
	Physical characteristics	
	Cataloging	
	Subject headings	
	Classification or ID no.	

2:00 to 2:15	Physical Storage	
2:15 to 3:15	Special problems	
	Discussion--Panel	
	Films 16,8	
	Reel to Reel	
	Cartridge	
	Choice of Entry	
	Physical Characteristics	
	Cataloging	
	Subject Heading	
	Classification or ID no.	
	Physical Storage	
	Special Problems	Dr. Guss
3:15 to 3:30	Discussion	
3:30 to 3:45	Break	
3:45 to 4:45	Transparencies, language and lab kits (same outline as above)	Dr. Cox
4:45 to 5:00	Discussion	
6:30	Informal reception for staff and students	

Thursday, August 13, 1970

8:00 to 9:00	Microforms--General	
9:00 to 9:15	Discussion	
9:15 to 10:15	Microfilm	Mr. Kittilson
10:15 to 10:30	Discussion	
10:30 to 10:45	Break	
10:45 to 11:45	Microfiche and Microcards	
11:45 to 12:00	Discussion	
12:00 to 1:00	Lunch	
1:00 to 2:00	Phonorecords	Mr. Kittilson
2:00 to 2:15	Discussion	
2:15 to 3:15	Audio Tapes	Mr. Kittilson
3:15 to 3:30	Coffee Break	
3:30 to 3:45	Discussion	
3:45 to 4:45	Video Tapes	Mr. Genaway
6:30	Supplemental Media Programs	

Friday, August 14, 1970

8:00	Field trip to the Educational Media Center South Dakota State University, Brookings, and Southwestern Junior College, Marshall, Minnesota to examine Dial Access Systems
------	---

Institute 9

Meet in front of Mundt Library. Bus will
leave at 8:15 AM

4:30

Return Evaluations
 Institute
 Participant
Stipend payments

	Monday August 10	Tuesday August 11	Wednesday August 12	Thursday August 13	Friday August 14
8:00	Visual Literacy (Dr. Guss)	In Service Education of Teachers (Dr. Guss)	Administration and Organization of A-V Library (Dr. Guss and Dr. Cox)	Microforms - General (Mr. Kittilson)	FIELD TRIP TO SOUTHWESTERN JUNIOR COLLEGE
9:15	Perception Theory (Dr. Guss)	Student Assistant Services (Dr. Guss)	Photoprints (Mr. Kittilson and Dr. Cox)	Microfilm (Mr. Kittilson)	MARSHALL, MINNESOTA AND EDUCATIONAL MEDIA CENTER SOUTH DAKOTA STATE UNIVERSITY
10:45	Selection Sources-Suppliers (Mr. Kittilson) (Dr. Guss)	I The Beholder (Dr. Guss)	Slides (Mr. Kittilson) (Dr. Cox)	Microfiche and Microcards (Mr. Kittilson)	BROOKINGS, SOUTH DAKOTA
12:00	Lunch	Lunch	Lunch	Lunch	
1:00	Selection-Criteria for grade placement (Dr. Guss) (Dr. Cox)	Consultation with Lecturers by Appointment (All)	Filmstrips (Dr. Cox)	Phonorecords (Mr. Kittilson)	
2:15	Principles of Integrating Media (Dr. Guss)	Sources of Evaluation (Dr. Guss)	Films, 16, 8 (Dr. Guss)	Audio Tapes (Mr. Kittilson)	
3:45	School Curriculum and Relationship to the Library (Dr. Cox)	Bibliography on Audio-Visual Library Media (Dr. Guss, Dr. Cox and Mr. Kittilson)	Transparencies Language and Lab Kits (Dr. Cox)	Video Tapes (Mr. Genaway)	Evaluations Institute Participants
5:00	Dinner	Dinner	Dinner	Dinner	Dinner
6:30	Supplemental Media Programs (Films, etc.)	Supplemental Media Programs	Informal Reception For Staff and Students	Supplemental Media Programs	

GOING ATTRACTIONS!!!

AUGUST 4, TUESDAY, 6:30-9:00 P.M. (ALL OF THE FAMILY INCLUDED)
LAKE HERMAN EXCURSION. BUS LEAVES FROM FRONT OF LIBRARY AT 6:30 P.M.
(. EAR YOUR PLAY CLOTHES)

1. DO YOU HAVE A MUSICAL INSTRUMENT?
--YES -- NO KIND _____
2. WILL YOU BRING IT AND PLAY IT?
--YES --NO

AUGUST 12, WEDNESDAY, TIME - TBA
PRAIRIE VILLAGE VISIT

WEEKEND SPECIALITIES

WOULD YOU LIKE TO PLAN A TRIP TO MT. RUSHMORE AND THE BLACK HILLS IF
THE MEETING COULD FINISH FRIDAY, AUG. 7, BY 3 P.M.?
--YES -- NO

1. IF YOU ARE WITHOUT TRANSPORTATION AND WOULD LIKE A COST ESTIMATE
OF SUCH A TRIP, PLEASE CHECK
--YES --NO
- 21 ARE YOUR PLANS SUCH THAT YOU WOULD BE INTERESTED IN SUPPLYING
TRANSPORTATION FOR
--0 --1 --2 --3

IF YOU ARE INTERESTED IN GOING TO PIPESTONE, FRIDAY, AUG. 7 OR
(SATURDAY, AUGUST 8) PLEASE INDICATE

--YES --NO

1. WOULD YOU NEED TRANSPORTATION?
--YES --NO
2. WOULD YOU SUPPLY TRANSPORTATION FOR
--0--1--2-- 3

WE MIGHT BE ABLE TO TRY ??????????????????

IF YOUR PLANS HAVE CHANGED AND IF YOU WOULD LIKE A REFUND ON
THE MEALS PURCHASED FOR THIS WEEKEND, WOULD YOU WANT A REFUND?

-- YES --NO

IS IT IMPERATIVE THAT YOU HAVE THE COLLEGE FOOD SERVICE IN
OPERATION THIS WEEKEND?

--YES --NO

(IF YOU ARE REQUESTING OR OFFERING TRANSPORTATION, PLEASE SIGN

NAME _____ ROOM No. _____

END SPECIALTIES:

FRIDAY, AUG. 7- OFF TO THE HILLS FOR THE LUCKY ONES! GOOD TRIP HOME FOR THE SOUTH DAKOTANS! GOOD BACK-OUT TIME FOR THE REST!

SATURDAY, AUG. 8- PIPESTONE FESTIVAL

ALL THOSE WHO WISH TO HAVE DINNER AT BLUE MOUND INN (2 MILES NORTH OF LUVERNE, MINN. HIGHWAY 75) SHOULD BE READY TO MEET ABOUT 3 P.M. ANY PLANNING NOT TO EAT AT THE BLUE MOUND INN MAY VISIT OR SHOP ALONG THE WAY. PIPESTONE PAGEANT STARTS AT SUNDOWN (ABOUT 9 P.M.?) WE HAVE BEEN ADVISED TO BE EARLY!

WESTERN MALL ON 4TH STREET IN SIOUX FALLS IS AN INTERESTING AND ATTRACTIVE SHOPPING CENTER.

SUNDAY, AUG. 9-

LOOSELY STRUCTURED!!!!

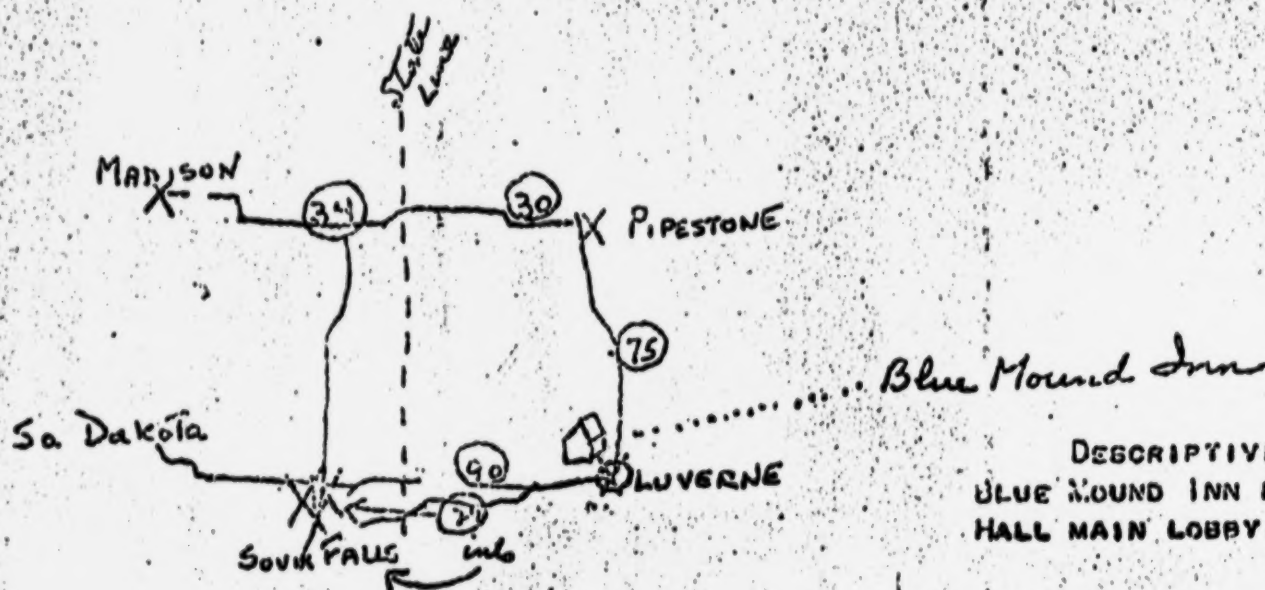
ANYONE INTERESTED IN THE CORN PALACE AT MITCHELL (50 OR 60 MILES) SHOULD CONTACT VALERIE HOSTEYLER OR DOROTHY HANRAHAN. (ROOM 200)

BRIDGE PLAYING AND GOLFING ARE POSSIBILITIES.

SWIMMING- INDOOR POOL AND SAUNA AT PARK HOTEL - \$8.00
OUTDOOR MUNICIPAL POOL (NEAR WATER TOWER) \$5.50
THIS ONE MAY BE CROWDED.

ARLEN HUKKI SUGGESTS THE PUBLICATION OF A NEWSPAPER. SEND "LITERARY AND AUDIO-VISUAL" CONTRIBUTIONS TO HER. OR DAVID NETZ. 3M HAS ALREADY CONTRIBUTED 6 STENCILS TO THE ENTERPRISE.

REMEMBER TRIP TO PRAIRIE VILLAGE IS SCHEDULED FOR WEDNESDAY, AUGUST 12
6:30 P.M.-



DESCRIPTIVE MATERIAL ON BLUE MOUND INN POSTED IN HIGGIE HALL MAIN LOBBY.

Approximate distances 40 miles to Pipestone,
25 " to Luverne from Pipestone
(figured by your Social Committee!?)

Counseling Sessions - August 5, 1970

VERGIS

GERLETTI

1:00 _____
 1:10 Ann L. M. Martha
 1:20 Arline Hanson
 1:30 Jeanne Brewster
 1:40 Margaret Phipps
 1:50 Theresa Tabor
 2:00 Cam Lamoreaux
 2:10 LaWetta Langdon
 2:20 _____
 2:30 James Jensen
 2:40 Edna Salterstall
 2:50 Margaret Mayon

WRIGHT

1:00 S. M. Cheryl Dismore
 1:10 _____
 1:20 Elaine Piggard
 1:30 _____
 1:40 Mary Lee Cavan
 1:50 Barbara Harnahan
 2:00 Thyllis Sheets
 2:10 _____
 2:20 Glenda Patterson
 2:30 M. Howard
 2:40 Shelby Edwards
 2:50 David J. Metz

1:00 Roger E. Wynn
 1:10 Alene Duncan
 1:20 Vicki Anderson
 1:30 _____
 1:40 _____
 1:50 Esther Hunt
 2:00 Donna Harnahan
 2:10 Vivian Andrews
 2:20 _____
 2:30 Lucile Schappe
 2:40 Arlene Harkins
 2:50 Jack Weinstein

Counseling Sessions - August 11, 1970

COX

1:00 Lane Zimane
1:10 Gilin Franssen
1:20 Elaine Peppard
1:30 Elaine Hottel
1:40 Roger E. Norman
1:50
2:00 Ingrid Skjots
2:10 * D. Hammarham (S)
2:20 Margaret 227-2123
2:30 Muriel Patterson
2:40 Jack H. Kierstein
2:50 J. D. Munn

KITTILSON

1:00 Dave Metz
1:10 Sylvia Anderson
1:20 Vivian Andrews
1:30 Gonne Tonsing
1:40
1:50 David N. Kilbey
2:00 Sister Cheryl Ann Dimmari
2:10 Elaine Freeman
2:20 Christine Edwards
2:30 Oles
2:40 Wilma Haskins
2:50 Esther Wentz

GUSS

1:00 Jeanne Remartin
1:10 Jane Harriman
1:20 Linda Pace
1:30 M. J. Cavan
1:40 Dorothy Hamaker
1:50 Gonne Tonsing
2:00 Margaret Phelps
2:10 Jane Rainsore
2:20 Lucile Schoppe
2:30 Edna Sattum Tall
2:40 Mary Sheser
2:50 Vicki Nelson
Sr M. Martha

APPENDIX F

CORRESPONDENCE

1. Sample letters to lecturers
2. Sample letters to applicants and participants
 - a. Rejection letter
 - b. Alternate letter (Same only with the postscript added)
 - c. Confirmation letter to participants previously notified by phone. The shortness of time necessitate verbal commitments by phone.
 - d. Other correspondence

APPENDIX F

CORRESPONDENCE

1. Sample letters to lecturers

December 17, 1969

Dr. Charles W. Wright
Rt. 1 Box 26-C 2
Ellensburg, Washington 98926

Dear Dr. Wright:

I wish to express my sincere appreciation for our phone conversation several weeks ago and your willingness to participate in the proposed summer institute for training in librarianship, August 3rd through August 14, 1970 at Dakota State College. We have a strong program with well qualified participants and I feel that our chances are excellent.

Enclosed are the following: an abstract of the institute, a program, a picture of the library, and a brochure on the community.

I will inform you as soon as we receive notification of its funding.

Sincerely,

David C. Genaway, Director
Karl E. Mundt Library

DCG:ph
Enclosure

January 29, 1970

Dr. Charles W. Wright
Route 1, Box 26-C 2
Ellensburg, Washington 98926

Dear Dr. Wright:

On behalf of Dakota State College you are invited to participate in the Library Training Institute: "Multi-Media Resources, a Unified Approach," which will be conducted August 3 through August 14, 1970, at the Karl E. Mundt Library in Madison, South Dakota. The institute has now been funded. Your part in the program will include the following days: August 3-7, 1970. You will be sent a round trip plane ticket and receive \$100 for each day in the program, plus a per diem of \$16.00.

You may recall our verbal agreement during a phone conversation on November 10, 1969. Since we are now authorized to prepare for the institute, I would appreciate written confirmation. I believe you have received an abstract of the institute (tentative program), a picture of the library and a brochure on the community with my letter of December 17, 1969. Details of the program, etc., will follow shortly.

Any suggestions you might have regarding the program or any special presentations you might have will be welcome, as we will be preparing publicity.

We will look forward to hearing from you and to your participation in the program.

Sincerely,

David C. Genaway, Director
Karl E. Mundt Library

DCG:itg

APPENDIX F

CORRESPONDENCE

2. Sample letters to applicants and participants

- a. Rejection letter
- b. Alternate letter (same only with the postscript added)
- c. Confirmation letter to participants previously notified by phone. The shortness of time necessitate verbal commitments by phone
- d. Other correspondence



KARL E. MUNDT LIBRARY

DAKOTA STATE COLLEGE

MADISON, SOUTH DAKOTA 57042

June 22, 1970

Mrs. Marguerite P. Phelps
625 - 17 Avenue, South
Fargo, North Dakota 58102

Dear Mrs. Phelps:

Your interest in the Multimedia Resources Institute for Training in Librarianship has been greatly appreciated. Over 350 applications were requested from forty-five states. As you can readily see, the national response has been excellent.

This response, the intense competition, and the large number of well-qualified applicants combined to make the work of selection difficult. We regret that we were unable to include you as a participant in this Institute. The following are some of the most frequent factors that contributed to our inability to select even well-qualified applicants: a lack of evidence of employment as a school librarian for 1970-71, insufficient library science courses, and incomplete files. An attempt was made to stick very close to the guidelines spelled out in the brochure describing the Institute. Preference was given to applicants who had little or no previous training in audio-visual media.

Once again, your interest in the Institute has been appreciated. You are encouraged to make application to future institutes.

Sincerely,

David C. Genaway
Director

DCG:jl



KARL E. MUNDT LIBRARY

DAKOTA STATE COLLEGE

MADISON, SOUTH DAKOTA 57042

June 22, 1970

Mrs. Marguerite P. Phelps
625 - 17 Avenue, South
Fargo, North Dakota 58102

Dear Mrs. Phelps:

Your interest in the Multimedia Resources Institute for Training in Librarianship has been greatly appreciated. Over 350 applications were requested from forty-five states. As you can readily see, the national response has been excellent.

This response, the intense competition, and the large number of well-qualified applicants combined to make the work of selection difficult. We regret that we were unable to include you as a participant in this Institute. The following are some of the most frequent factors that contributed to our inability to select even well-qualified applicants: a lack of evidence of employment as a school librarian for 1970-71, insufficient library science courses, and incomplete files. An attempt was made to stick very close to the guidelines spelled out in the brochure describing the Institute. Preference was given to applicants who had little or no previous training in audio-visual media.

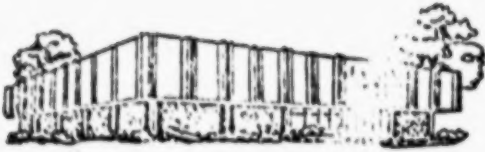
Once again, your interest in the Institute has been appreciated. You are encouraged to make application to future institutes.

Sincerely,

David C. Genaway
Director

DCG:jl

P. S. You have been chosen as an alternate. Should another opening become available, you will be notified as soon as possible.



KARL E. MUNDT LIBRARY

DAKOTA STATE COLLEGE

MADISON, SOUTH DAKOTA 57042

June 22, 1970

Mrs. Phyllis J. Sheets
843 W. Main Street
Newark, Ohio 43055

Dear Mrs. Sheets:

This letter is to confirm in writing the essence of our phone conversation on June 12, 1970 in which you were notified of your acceptance to participate in an Institute for Training in Librarianship entitled Multimedia Resources. The Institute will be conducted at the Karl E. Mundt Library at Dakota State College, Madison, South Dakota; August 3-14, 1970. You are to be congratulated since over 350 applications were requested from 45 states.

Your written confirmation of our verbal agreement would be appreciated by no later than June 30. If an emergency has developed since our phone conversation and you can not come, please notify us as soon as possible in order that an alternate could be chosen.

Please send the following items with your letter:

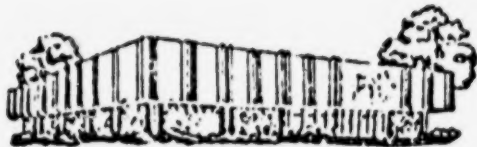
1. Proof of employment as a school librarian for 1970-71. This may be in the form of a copy of your contract; a copy of your letter of appointment, etc.
2. Proof of your dependents, such as a copy of that portion of your income tax form that shows the number of dependents claimed, etc.
3. A black and white picture of yourself suitable for publication. A news notice of your attendance at the institute will be sent to your local newspaper. It would be also helpful if you could include the name and address of your local newspaper.
4. Indicate the number of dependents you will be bringing that will require food and/or housing.

Page 2

Mrs. Phyllis J. Sheets

No travel funds are provided for participants. Stipend payments will be made on Friday, August 14. On campus housing is available for \$15.00 for singles and \$20.00 per family; total for two weeks. Linen service is included. Cooking facilities are not available in the dormitories. Food service is available at the rate of \$5.50 per person or \$66.00 for 12 days. Includes three meals per day.

We shall look forward to your early response. More details will follow soon.



KARL E. MUNDT LIBRARY

DAKOTA STATE COLLEGE

MADISON, SOUTH DAKOTA 57042

July 10, 1970

TO: All Institute Participants

FROM: David C. Genaway, Institute Director

REGARDING: Food and Lodging at Dakota State College

In order to make your stay at Dakota State College a well-ordered and pleasant one, I should mention the following. If you have not already done so, please indicate clearly to the Director whether or not you will be using college housing and food service. I might mention that there are NO food services on campus other than the main service mentioned in the brochure. Although there are several fine restaurants in town, they are approximately three quarters of a mile to a mile away. This might be quite a factor during breakfast and lunch periods. Therefore, it is possible that some of you who have not signed up for the food service might like to do so. You may do so at the registration desk.

All those anticipating college food service and lodging, should be prepared to make advance payment at the beginning of the Institute, either in the form of a check, money order, or cash. Cost for campus housing is \$15 for singles and \$20 per family total for two weeks. Food service is \$5.50 per day per person or \$66.00 for 12 days. Includes three meals a day.

The registration desk is located in the lower level of the Karl E. Mundt Library. You may register between 6:30 PM and 8 PM on Sunday, August 2nd or 7:30 AM to 8 AM on Monday, August 3rd. If you have not already sent a picture, please bring one with you; you must have proof of employment and dependents in order to register. If this has already been sent, fine!

We will look forward to seeing you on the third of August.



KARL E. MUNDY LIBRARY

DAKOTA STATE COLLEGE

MADISON, SOUTH DAKOTA 57042

August 13, 1970

Mr. B. C. Miller, Supervisor
Teacher Certification
Department of Education
State of Ohio
616 State Office Building
Columbus, Ohio 43215

Dear Mr. Miller:

Mrs. Phyllis Sheets of Newark, Ohio has asked me to write a letter to you regarding the content of the Multi-Media Resources Institute. Her request is in accordance with the conversation between you and herself that took place on July 28th, 1970. On page one of a memo from the Department of Education, State of Ohio revised 4-20-70 and dated 7-28-70, there is a list of pre-requisites for the "First Special Temporary Certificate." Under item one, "Professional Education Requirements Completed In A College Of Education", Part A, Section II is the description: "The school in relation to society and/or introduction to education, philosophy of education or history of education."

Institute participants will be able to obtain two hours credit. The Institute consisted of presentations by experts in the field of Education including Dr. John P. Vergis, Professor of Educational Media, College of Education, Arizona State University, Tempe, Arizona, Dr. Robert C. Gerletti, President, Department of Audio-Visual Instruction, NEA, Washington, DC., Dr. Carolyn Guss, Associate in Selection, Audio-Visual Center, Indiana University, Bloomington, Indiana. Their topics included new directions in educational technology, from both a philosophical and technological viewpoint, the role of the media center in relationship to the educational program, standards in education, the curriculum and its relationship to the library, and the philosophy behind the design of educational technology both software and hardware. Thus, the program does cover the school in relation to society and educational philosophy to a considerable extent. Although it does have a library number, it is offered through the Division of Education and Psychology.

Mrs. Sheets has been doing very fine work and seems to be benefiting considerably from the Institute. I hope that this letter will aid you in applying credits toward Mrs. Sheets' certification.

Sincerely,

David C. Genaway
Director

APPENDIX G

INSTITUTE NEWSPAPER

- 1. Questionnaire**
- 2. Sample copy**

INSTITUTE NEWSPAPER QUESTIONNAIRE

1. Name for the Newspaper:
2. Interesting extra-curricular activities:
3. The most uninteresting happening between Aug. 3-14, 1970:

4. Fill in the blank:

- a. Did you know _____

- b. Have you heard about _____

- c. One night at Higbie Hall _____

5. People and Places of Madison, South Dakota:
6. Your definition of "institute":
7. Any other creative contributions:

Names will be withheld to protect all innocent contributors.
Please return questionnaires by Wednesday, August 12 8:30 AM.

Institute

Vol. 1 No. 1

Multi-Media Resources Institute
Dakota State College
Madison, South Dakota

August 14, 1970

THE BIG 3M: MULTI-MEDIA MISINFORMATION

"LIBRARIANS STAGE SIT-IN DEMONSTRATION"

Meeting at Dakota State College, 35 Educational Media Specialists representing 18 states are participating in an Institute titled "Sit-U-ations Encountered in Implementing the Newer Media." The workshop is sponsored by F.L.N.M.S. (Former Librarians Now Media Specialists), and is funded under Title 13 of IFLD (Insufficient Funds Leftover from Defense).

The topic under investigation is the dramatic relationship between software and hardware in current use in the profession. A spokesman contacted early this week defined software as "the human seat of knowledge" and hardware as "the chair in which the software rests." He further commented, "In considering the relationship of the two media, we are developing a set of criteria for the hardware, listing specs of size (e.g., distance from floor), color (does it co-ordinate with software), and material content, keeping in mind that the main purpose of this hardware is to contain the software in comfort."

Asked if the group has outlined specs for the software, the speaker replied, "We feel that is a personal Sit-U-ation." The theme of the too-weak workshop is "The mind can absorb only what the seat can endure."

The participants are conducting tests super-imposing, on a rotating basis, various sizes and shapes of software onto hardware supplied by Dakota State College. Tentative results of "Project Fanny" indicate that the hardware is holding up better than the software, which is affected by temperature changes and shows a tendency to frequent breaks.

MULTI-DEFINITIONS OF "INSTITUTE"

Mind-expanding stimuli for media information storage and retrieval ultimately achieving a broader behavioral pattern.

Long hours; mingling of East, West, North, South; melting pot of ideas; and inspiration to forge ahead.

A mind expander, a fanny stretcher, infusing, transfusing, confusing.

A bloodless coup: rejuvenating librarians with media plasma.

An organization with a purpose set up to start investigation what has previously been investigated.

INSTITUTE GLOSSARY

Rump Sprung --- too much sitting
Fanny Break --- walk and stretch - a rear end rest
Brain Basket -- Motorcycle helmet
Laying Chickie -- Standing on Guard
Multi-Media ---- The M & M's of Education

DID YOU KNOW

Sister Marie Martha carries a knife
on her belt in her library (a
multi-media tool?)

"Finally" means "I'm going to talk
another half hour?"

The sessions were so hot Thursday,
August 6, that the building
next door caught fire?

Zimmerman Hall cafeteria served eggs
for the first time on Friday,
August 7 - their chickens were
on vacation?

Jack Weinstein and frau moved in Higbie
Hall - understand the noise was
disturbing their love life?

James Hukki hit the Higbie Hall Jackpot -
the pay telephone had \$1.85 in its
return slot?

Roger Worman is very brave?

Dr. Gerletti swung so hard at Mrs. Hukki
he fell in a gopher hole.

Our Multi-media director seems to
fly--up the stairs?

Florence Devaney's sister and niece
from New York arrived late
Saturday evening?

Sister Laboure' and Grace Surrusco,
friends for several years, were
surprised to meet en route to
the Institute?

An Institute is

An activity with a direct correlation
between the length of coffee breaks
and the subjective evaluation of the
hardness of the chairs.



Mr. Jack Weinstein and his wife are
celebrating their 25th wedding
anniversary in October and they
will have children in college
from now until 1990? (Anyone
interested in contributing to
the Weinstein University
Foundation may contact its
progeniter)

The combined efforts of Ohio, South
Dakota, Nebraska, Florida, and
Mississippi could bring only one
fish out of lake Poinsett?

There are more last names beginning
with "S" than any other in the
Institute?

The Multi-Media Resources participants
were welcomed to Higbie Hall by
sirens and the fire chief?

HAVE YOU HEARD ABOUT:

The Instituters who tried to regain their youth by crashing a teenage hangout?

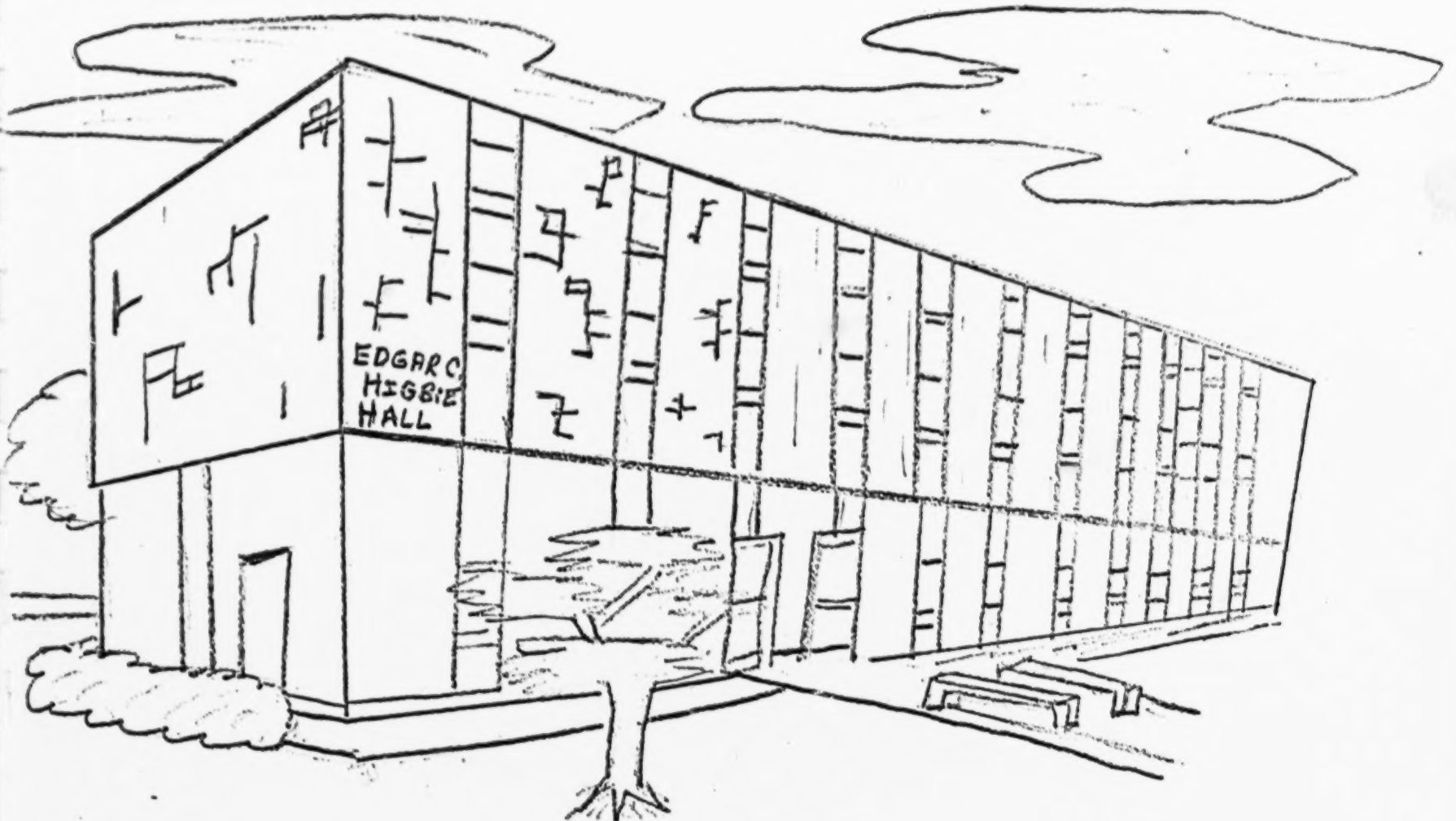
Linda Wilson driving a pickup for the first time - had trouble shifting gears? (She was in high gear during most of the Institute)

Mr. Genaway's unique bed linen - "P through Sheets?"

Some winnings at the local Elks Club?

The cop who stopped a participant for going 26 mph in a 20 mph zone?

Dr. Vergis' incident with the soap dispenser which makes him the most indispensable lecturer of the Institute?



ONE NIGHT AT HIGBIE HALL

A man went into the women's john, after his key, so he said, (Key to what?)

Bruce Slusser was elected moderator of husband's anonymous, main functions of HA are: meet wives at noon, at supper and to discuss and solve world problems, prevaricate and exaggerate items concerning athletic prowess, size of fish, number of fish, and to preserve a status and honor of the men of the organization.

During a rain storm, who tried to close the window in a dormroom and smashed a finger! *?*** That hurt! But she survived!

A four legged creature met a nun in the hall. Both were cautious and also surprised, but each of the two hurriedly passed by. The creature decided he would have none of that while the nun was dog-gonned if she was going to stop.

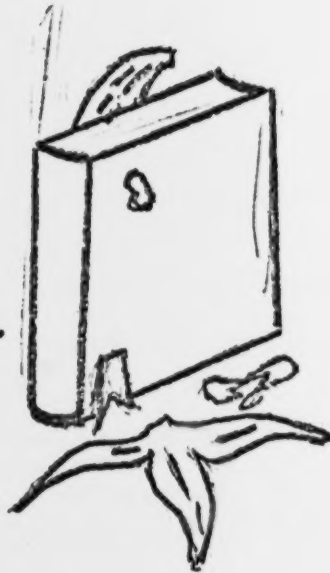
The Coke machine correctly fulfilled requests.

POETRY IN MOTION

Can This Be?
After learning so much of resources,
In several good multi-media courses,
Can it be from this curriculum viewing
And even great personal stewing
That we're now over-programmed compusorcerers?

There was a young lady named Dora,
Who sat till her seat became sora!
The speakers inspired her
But her bones became tireder-
And she just couldn't take any more!

PLEASE try
to Read ME
Not Feed ME.

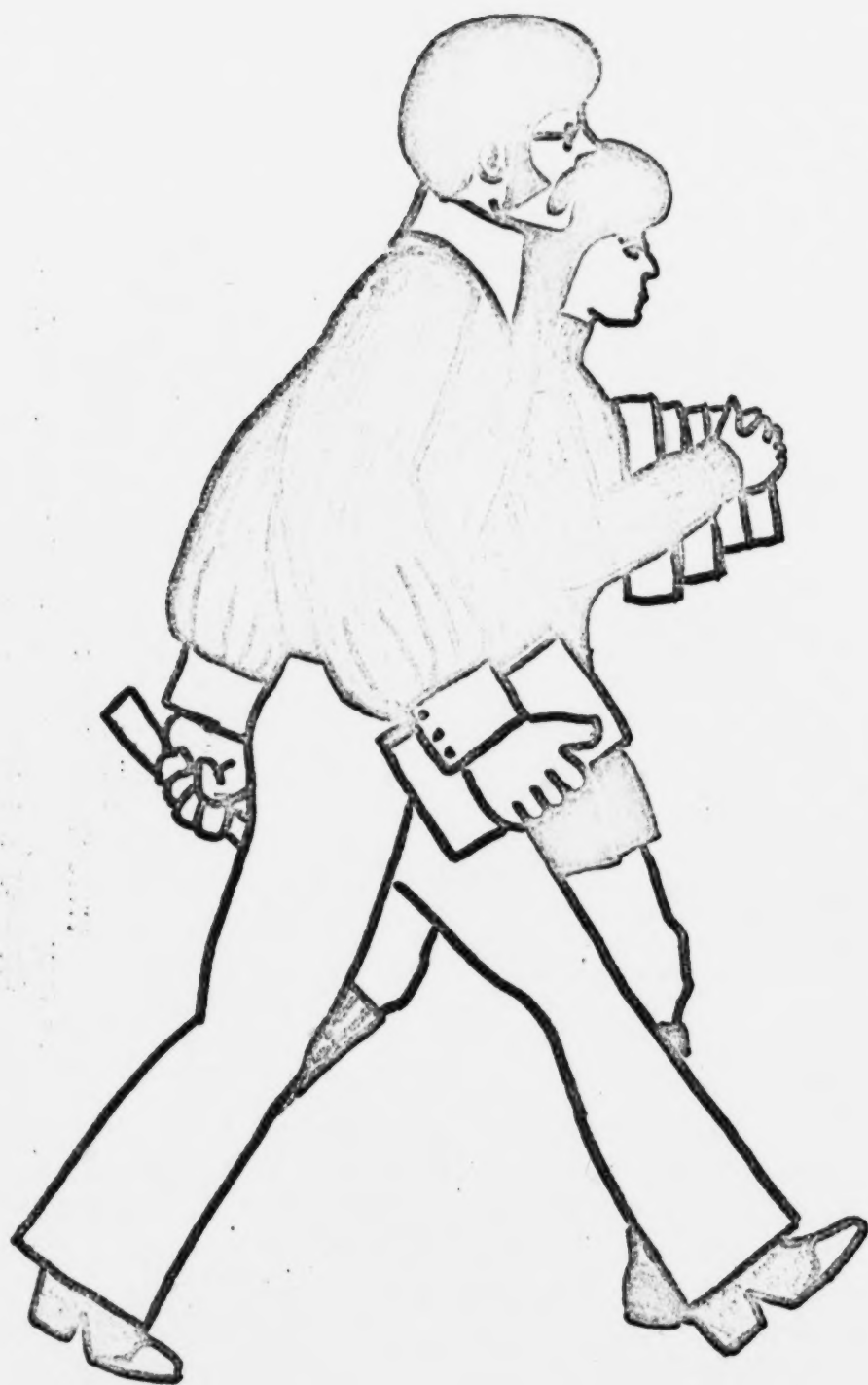


MISCELLANEOUS MULTI-NONSENSE

Most popular "Madison Avenue" "discoteques"

Skippers Galley; Foley's Lounge, Elk's Club.

"A Hairy Place" Mr. Glenn's Beauty Shop



**JOIN THE CROWD, TO
THE NEAREST LIBRARY.**

APPENDIX H

EVALUATION

1. Preliminary evaluation form
2. Mid point evaluation forms
3. Quiz
4. Post evaluation form
5. Evaluative correspondence

MULTI-MEDIA RESOURCES

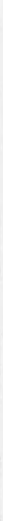
Preliminary Evaluation

NAME: _____ DATE: _____
 Last First

1. Define: library

2. Define: media

3. What goals do you hope to achieve while at this institute? (What do you expect to learn at this institute?)



NAME _____
Last First

August 13, 1970

Multi-Media Resources Institute
Karl E. Mundt Library
Dakota State College

Match the labels below with the following descriptions:

Video tape
Phonotape
Phonodisc
Motion picture

Filmstrip
Phonoroll
Phonofilm
Photoprint

1. 2 s. 12 in. microgroove _____
2. 5" x 7" b & w _____
3. For player piano _____
4. Four track, eight track _____
5. 20 min. b & w, for ampex VR 6000, 1", 15 i.p.s., 2 14" reels

6. 16 mm, 8 mm, 35 mm. _____
7. 20 fr. Color 35 mm. _____
8. "How to operate a mimeograph machine." 1 continuous loop. Super 8 mm.

9. 11 min. sd. Color 16 m. _____
10. Trace for everyone in picture _____
11. 2 reels (5 in.) 7 1/2 in. per sec. _____
12. List as many specific types of media as you can recall. Define or distinguish each. Cite name of hardware needed to utilize each type. Be sure to include microfiche.

MULTI-MEDIA RESOURCES

Post Evaluation

NAME: _____ DATE: _____
 Last First

1. Define: Library

2. Define: Media

3. List the ways in which any or all of your goals were achieved? Did you learn what you expected to learn?

4. If not, why not? How could the institute have been reconstructed to achieve your goals?

5. Evaluate the bibliographic tools on closed reserve:

6. Other comments or suggestions:

August 19, 1970

1428 East Hoyt
St. Paul, Minnesota 55106

Mr. David C. Genaway, Director
Karl E. Mundt Library
Dakota State College
Madison, South Dakota 57042

Dear Mr. Genaway:

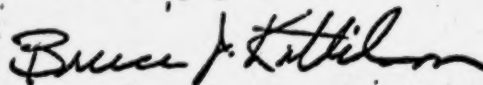
Thank you for inviting me to take part in the Media Institute. I had a most enjoyable time, learned a great deal, and felt very well cared for.

It is a tribute to your leadership that participants were so relaxed, although very active. I did not hear a complaint during the entire week. A tribute like that is rarely obtained at an institute of this sort.

When you get to the Twin Cities be sure to look us up. We have good sleeping facilities for guests. Please consider this an invitation to use them.

Thanks again.

Sincerely yours,



Bruce Kittilson

September 1, 1970

Dear Mr. Geneway:

Enclosed is a clipping of the notice in our local rag sheet about me and the Institute. It came out August 11, and I'm not sure if it was the result of the Institute's notice or the one from our school board. At any rate it was cut short. This is a common practice with our paper and plus the fact that they are not too cooperative with the school board as far as public relations go. Something to work on, eh?

I'm just sorting out the reams of material that I brought back from Dakota territory and trying to put it somewhere!

I've met my new principal and how nice----he is media minded and already we have made small plans for a small beginning this year. Money is the problem, but we have more plans to turn this study hall library of ours into a true media center.

I've also talked to my Director of Curriculum and he was impressed with the schedule of our institute (so was I!) as well as the speakers, etc. I talked to him for about 1½ hours and think it was time well spent. We have made some small beginnings, at any rate. Which I think is to the good, since it has been only two weeks since the Institute ended.

If your slides or the group pictures turned out, I surely would like some copies and will be happy to send a check for copies. Please let me know if any will be available for us.

I just sent for a transcript of my credit there, which I needed for certification. I'm still waiting to hear if your letter accomplished the goal for me in obtaining my first Provisional certificate. Once more, I thank you for helping me out in this respect. It will mean a lot to me.

Hope everything is still perking along in Madison and will remember the two I spent there with nice memories..

Sincerely,

Phyllis J. Sheets
Phyllis J. Sheets

The ALLIANCE

OFFICE OF
SENIOR HIGH PRINCIPAL

City Schools

Telephone 762-3079

11th and Laramie
ALLIANCE, NEBRASKA 69301

Sept. 25, 1970

Mr. David Genaway, Director
Karl Mundt Library
Dakota State College
Madison, So. Dak.

Dear Mr. Genaway;

What happened to the last six weeks? I fully intended to write to you long before this and tell you how very much I appreciated the Institute this summer at the college. Many times I have quoted ideas that I received from instructions..... and now I do look for articles by some of the dignitaries we had for instructors.

The side trips meant a great deal ,too the Pageant at Pipestone, the trips to Marshall and to Brooking, etc. etc.

Some of my ideas for a new Media Center are beginning to have some effects here... and only yesterday I did have confirmation of future plans for our secondary schools. On October 30, we will be entertaining a Media meeting here in Alliance. I've contacted Mayo Huisman from Rapid City for a speaker... you see, So.Dakota has really had some serious weight in impressions for me.

My best wishes to your fine staff for their help, too.

Vivian Andrews

Mrs. Vivian Andrews, Library Coordinator
Alliance Public Schools

September 13, 1970

Dear Mr. Genaway,

May I beg a few minutes from your busy schedule to ask you to write a recommendation for me to Mrs. Frances G. Patch, Program Officer for the Senior Fulbright-Hays Program. Recently I sent an application to her for consideration for an award in library science under the 1971-72 program with the Philippines.

Already in my classes I am putting to use the expertise we gained in August in your well planned multi-media resource Institute.

At a benefit program last night we saw the Miami Dolphins play the Atlanta Falcons and lose!

The rains we're getting today must be the aftermath of hurricane Ella. Oh well, one can't have sunshine every-day, even in Miami!

May every success attend your work.

Sincerely,

Sister Marie Martha Kennedy, O.P.

R.R. 2 Box 292

Bloomington, Ind.

Dear Dave -

The check has arrived. Thank you so very much for it, but even more so the privilege of being a part of your Institute.

I feel sure it was extremely profitable for the participants. Based on my rather extensive experiences in Institutes, I consider this one of the outstanding. Congratulations on your success and on your leadership.

Best wishes to you and your wife in the years ahead.

Sincerely,
Carolyn Lee